

17-12 U.S. PTO  
08/20/03

**UTILITY  
PATENT APPLICATION  
TRANSMITTAL**

Our Docket No.: 14491.01

First Named Inventor: Stephen Mase

Title: Marketing System Based on Customer Preferences

Express Mail No.: EV324255710US

**ADDRESS TO:**

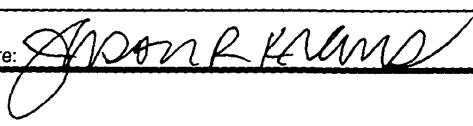
**Mail Stop PATENT APPLICATION**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

<b>APPLICATION ELEMENTS</b>		<b>ACCOMPANYING APPLICATION PARTS</b>
1.	Fee Calculation Sheet (Submit an original and a duplicate for fee processing)	9. <input type="checkbox"/> Certification Under 35 U.S.C. 122(b)(2)(B)(i)
2. <input checked="" type="checkbox"/>	Applicant claims small entity status	10. <input type="checkbox"/> Assignment Papers (cover sheet & document(s))
3. <input checked="" type="checkbox"/>	Specification Total Pages: 9 <input checked="" type="checkbox"/> Descriptive title of the invention <input checked="" type="checkbox"/> Cross Reference to Related Applications	11. <input type="checkbox"/> 37 C.F.R. 3.73(b) Submission 12. <input type="checkbox"/> Power of Attorney 13. <input type="checkbox"/> Information Disclosure Statement (with Copies of Citations as necessary)
	<input type="checkbox"/> Statement Re: Fed. Sponsored R&D <input type="checkbox"/> Reference to Microfiche Appendix	14. <input type="checkbox"/> Preliminary Amendment Total Pages: 15. <input type="checkbox"/> Certified Copy of Priority document(s) (if foreign priority is claimed)
	<input checked="" type="checkbox"/> Background of the Invention <input checked="" type="checkbox"/> Brief Summary of the Invention	16. <input type="checkbox"/> English Translation Document (if applicable) 17. <input checked="" type="checkbox"/> Return Receipt Postcard (Should be specifically itemized) 18. <input type="checkbox"/> Other <input type="checkbox"/> Check No. _____ for \$ _____ <input type="checkbox"/> Copy of Power of Attorney from prior application <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
4. <input checked="" type="checkbox"/>	Drawings (35 U.S.C. 113) Total Sheets: 2	
5. <input type="checkbox"/>	Oath or Declaration Total Pages: a. <input type="checkbox"/> Newly Executed (original or copy) b. <input type="checkbox"/> Copy from a prior application (37 C.F.R. 1.63(d)) (for continuation/divisional with Box 19 completed)	
	i. <input type="checkbox"/> <b>DELETION OF INVENTORS</b> Signed statement attached deleting inventor(s) named in the prior application (37 C.F.R. 1.63(d)(2) and 1.33(b))	
6. <input checked="" type="checkbox"/>	Application Data Sheet (37.C.F.R. 1.76)	19. If a CONTINUATION APPLICATION, check appropriate box and supply the requisite information:
7. <input type="checkbox"/>	CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix)	<input type="checkbox"/> Continuation <input type="checkbox"/> Division <input type="checkbox"/> Continuation-in-Part (CIP)
8. <input type="checkbox"/>	Nucleotide and/or Amino Acid Sequence Submission (If applicable, all necessary)	<b>of PRIOR APPLICATION</b>
a. <input type="checkbox"/>	Computer Readable Form (CRF)	No. _____, filed _____
b. <input type="checkbox"/>	Specification Sequence Listing on: i. <input type="checkbox"/> CD-ROM or CD-R (2 copies); or ii. <input type="checkbox"/> paper	and also claims priority from _____, dated _____.
c. <input type="checkbox"/>	Statement verifying identify of above copies	For CONTINUATION or DIVISIONAL APPLICATIONS: The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied under Box 5b, is considered as being part of the disclosure of the accompanying application and is hereby incorporated by reference.

15535 U.S. PTO  
10/644651  
08/20/03

**CORRESPONDENCE ADDRESS**

ADDRESS	CUSTOMER NUMBER  *25763* 25763 PATENT TRADEMARK OFFICE	DORSEY & WHITNEY LLP Intellectual Property Department Suite 1500 50 South Sixth Street Minneapolis, MN 55402-1498	
TELEPHONE	612-340-5617	FAX	612-340-8856
Attorney Name: Jason R. Kraus		Reg. No. 42,765	
Signature: 		Date: 8.20.2003	